cc: R. Pruehsner
C. Beck
C. Lee

PHILIP MORRIS

U.S.A.

120 PARK AVENUE, NEW YORK, N.Y. 10017 TELEPHONE (212) 880-5000

May 21, 1982

Mr. Arthur Ralph
Amalgamated Publishers Inc.
45 West 45th Street
Suite 1403
New York, New York 10036

Dear Art:

Enclosed are copies of letters which we sent to some of your member newspapers concerning the regional introduction of our new cigarette, Benson & Hedges Deluxe Ultra Lights.

We've enclosed cartons of both the regular and menthol products for you to sample at your office.

Best regards.

Sincerely,

James L. Thompson, Jr.
Vice President - Media

mcf:
Enclosure

2040940305

Source: https://www.industrydocuments.ucsf.edu/docs/qffm0004